



# Liquid nitrogen ice cream store opens in Magnolia

Published 02/08/2017

+ Favorites

Send to Friend

G+1 0



f Share on Facebook

Share on Twitter

THE WOODLANDS, Texas -- Temperatures are getting colder as Sub Zero Ice Cream moves into Magnolia, right near The Woodlands.

Sub Zero serves the creamiest, premium ice cream that's customized to each guest's preferences by rapidly freezing individual creations using liquid nitrogen. The new store, located at 6606 FM 1488 Road, Suite 110, in the Kroger strip shopping center, will open Friday, Feb. 10 in Magnolia.

There's one surprising thing customers won't see when they walk into the new Sub Zero Ice Cream of Magnolia – freezers. Rather, each customized order is quickly frozen using a unique patented process. Sub Zero is a science spectacle when it comes to serving made-to-order -321 degree liquid nitrogen treats, which take about two minutes to create using a unique patented process. The flash freezing ensures ice crystals remain miniscule, resulting in an ultra-smooth and creamy product.

The liquid nitrogen ice cream store offers completely customizable creations and caters to a range of dietary needs. Sub Zero offers seven cream bases, including original, premium custard, low-fat and yogurt, as well as lactose free, vegan and sugar-free options. After selecting a base, guests can choose from nearly 40 different flavors and then mix in a variety of fruit, candy, nuts or baked goods, for limitless combinations. Sub Zero also offers ice cream pies, shakes and smoothies that are all created using liquid nitrogen.

Sub Zero Ice Cream of Magnolia is owned and operated by local retail businessman Aftab Prasla. No stranger to operating franchises, Prasla previously owned a Subway restaurant and Tutti Frutti location. Prasla has 11 years of retail food experience and a food science and nutrition degree from Lamar University in Beaumont, TX. He has plans to open two additional Sub Zero locations in Conroe and The Woodlands over the next two years.

“I knew science was interesting when I studied it in college, but it wasn't until I walked into a Sub Zero that I learned science can be delicious, too” said Prasla. “With clouds of liquid nitrogen vapor rolling off our counters, I am confident Magnolia residents will not only enjoy our totally customizable, premium ice cream, but also our unique creation process.”

In addition to serving ice cream in its store, Sub Zero offers educational school presentations to teach students of all ages about the fun of food science and the chemical properties of nitrogen. Sub Zero of Magnolia also offers mobile catering services for special events.

The brand currently has more than 50 domestic stores open, as well as locations in China and the United Arab Emirates. Sub Zero estimates it will sign 50 contracts this year and open 50 additional stores over the next 18 months.

Sub Zero Ice Cream of Magnolia is open Monday through Sunday from 11 a.m. to 10 p.m. To learn more, visit [www.subzeroicecream.com](http://www.subzeroicecream.com) or call 281-789-7157.